

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 402 Issue 7



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Original

Client:	Pat McCrory /R/ Governor/ NC	Submission Cost:	38195	Campaign Ref:	E:120703008
Buyer:	..	Client/Product/Estimate:	MCCRO /ORDR /C29N06	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06217721
Est/PO Number:	06217721	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	McCrory 4 NC Gov	Booking Group:	WSPA	Key Market:	Greenville Spartanburg Asheville
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
1	M-F 3p ET / 2p CT Let's Make A Deal ...F..	05	150	30 Comme	Nbr of Spots	1	1	150
2	M-F 4-5p Judge JudyF..	04	225	30 Comme	Nbr of Spots	1	1	225
3	M-F 1135p ET / 1035p CT Late Show M.....	06	170	30 Comme	Nbr of Spots	1	1	170
4	M-F 3p ET / 2p CT Let's Make A Deal M.....	05	120	30 Comme	Nbr of Spots	1	1	120
5	M-F 4-5p Judge Judy M.....	04	150	30 Comme	Nbr of Spots	1	1	150
6	M-F 9a Dr Phil M.....	05	225	30 Comme	Nbr of Spots	1	1	225
8	Sat 8-9pS.	06	140	30 Comme	Nbr of Spots	1	1	140
Weekly Totals:					58	17	75	
Total Spots(Ord Spots)					-1	-1	-1	-225
Open PR					3		3	
Closed PR								

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 402 Issue 7



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6898
(864) 576-7777 FAX (864) 587-4480

Original

Client: Pat McCrory /R/ Governor/ NC	Submission Cost: 38195	Campaign Ref: E:120703008
Buyer: NC	Client/Product/Estimate: MCCRO /ORDR /C29N06	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06217721
Est./PO Number: 06217721	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
10	M-F 1135p ET / 1035p CT Late Show ...T....	06	170	30 Comme	Nbr of Spots	1	1	170
11	M-F 3p ET / 2p CT Let's Make A Deal ...T....	05	150	30 Comme	Nbr of Spots	1	1	150
12	M-F 4-5p Judge Judy ...T....	04	225	30 Comme	Nbr of Spots	1	1	225
13	Tue 10p ET / 9p CT Vegas ..T....	05	1200	30 Comme	Nbr of Spots	1	1	1200
14	M-F 1135p ET / 1035p CT Late Show ..T....	06	120	30 Comme	Nbr of Spots	1	1	120
15	M-F 3p ET / 2p CT Let's Make A Deal ..T....	05	120	30 Comme	Nbr of Spots	1	1	120
16	M-F 4-5p Judge Judy ..T....	04	140	30 Comme	Nbr of Spots	1	1	140
17	M-F 3p ET / 2p CT Let's Make A Deal ..W....	05	120	30 Comme	Nbr of Spots	1	1	120
18	M-F 4-5p Judge Judy ..W....	04	225	30 Comme	Nbr of Spots	1	1	225
19	M-F 9a Dr Phil ..W....	05	80	30 Comme	Nbr of Spots	1	1	80
Weekly Totals: Total Spots(Ord Spots)					58	17	75	
Open PR					-1		-1	-225
Closed PR					3		3	

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 402 Issue 7



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Original

Client:	Pat McCrory /R/ Governor/ NC	Submission Cost:	38195	Campaign Ref:	E:120703008
Buyer:	NC	Client/Product/Estimate:	MCCRO /ORDR /C29N06	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06217721
Est./PO Number:	06217721	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
21	Fri 10p ET / 9p CT Blue Bloods ...F..	05	2500	30 Comme	Nbr of Spots	1	1	2500
22	M-F 1135p ET / 1035p CT Late Show ...F..	06	170	30 Comme	Nbr of Spots	1	1	170
23	M-F 530a News ...F..	04	140	30 Comme	Nbr of Spots	1	1	140
24	M-F 6a News ...F..	04	250	30 Comme	Nbr of Spots	1	1	250
25	M-F 7a CBS This Morning ...F..	04	200	30 Comme	Nbr of Spots	1	1	200
26	M-F 9a Dr Phil ...F..	05	150	30 Comme	Nbr of Spots	1	1	150
27	Fri 9p ET / 8p CT Made In Jersey ...F..	05		30 Comme	Nbr of Spots	1	1	
28	M-F 530a News M.....	04	50 140	30 Comme	Nbr of Spots	1	1	50 140
29	M-F 6a News M.....	04	250 100	30 Comme	Nbr of Spots	1	1	250 100
30	M-F 7a CBS This Morning	04	200	30 Comme	Nbr of Spots	1	1	200
Weekly Totals: Total Spots(Ord Spots)					58	17	75	
Open PR					-1		-1	-225
Closed PR					3		3	

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 402 Issue 7



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6696
(864) 576-7777 FAX (864) 587-4480

Original

Client: Pat McCrory /R/ Governor/ NC	Submission Cost: 38195	Campaign Ref: E:120703008
Buyer: NC	Client/Product/Estimate: MCCRO /ORDR /C29N06	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06217721
Est./PO Number: 06217721	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
31	M-F 9a Dr Phil M.....	05	150	30 Comme	Nbr of Spots	1	1	150
33	Sat 8p ET / 7p CT CBS College FootballS.	05	1000	30 Comme	Nbr of Spots	1	1	1000
34	Sat 8p ET / 7p CT CBS College FootballS.	05	1000	30 Comme	Nbr of Spots	1	1	1000
35	Sun 1030a ET / 930a CT Face The NationS	05		30 Comme	Nbr of Spots	1	1	
36	Sun 9a ET / 8a CT CBS Sunday Morning NewsS	04	275	30 Comme	Nbr of Spots	1	1	275
37	M-F 530a News ...T...	04	140	30 Comme	Nbr of Spots	1	1	140
38	M-F 6a News ...T...	04	250	30 Comme	Nbr of Spots	1	1	250
39	M-F 7a CBS This Morning ...T...	04	200	30 Comme	Nbr of Spots	1	1	200
Weekly Totals: Total Spots(Ord Spots)					58	17	75	
Open PR					-1		-1	-225
Closed PR					3		3	

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 402 Issue 7



WSPA-TV
250 International Dr.
Spartanburg SC 29303-0698
(864) 576-7777 FAX (864) 587-4480

Original

Client: Pat McCrory /R/ Governor/ NC	Submission Cost: 36195	Campaign Ref: E:120703008
Buyer: NC	Client/Product/Estimate: MCCRO /ORDR /C29N06	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06217721
Est./PO Number: 06217721	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
40	M-F 9a Dr Phil ..T....	05	150	30 Comme	Nbr of Spots 1		1	150
41	M-F 530a News .T.....	04	50	30 Comme	Nbr of Spots 1		1	50
42	M-F 6a News .T.....	04	140	30 Comme	Nbr of Spots 1		1	140
43	M-F 7a CBS This Morning .T.....	04	250	30 Comme	Nbr of Spots 1		1	250
44	M-F 7a CBS This Morning .T.....	04	100	30 Comme	Nbr of Spots 1		1	100
45	M-F 9a Dr Phil .T.....	05	200	30 Comme	Nbr of Spots 1		1	200
46	Tue 8p ET / 7p CT NCIS .T.....	04	80	30 Comme	Nbr of Spots 1		1	80
47	Tue 8p ET / 7p CT NCIS .T.....	04	1900	30 Comme	Nbr of Spots 1		1	1900
48	M-F 9a Dr Phil .T.....	05	80	30 Comme	Nbr of Spots 1		1	80
49	M-F 9a Dr Phil .T.....	05	150	30 Comme	Nbr of Spots 1		1	150
46	Tue 9p ET / 8p CT NCIS Los Angeles .T.....	05	1500	30 Comme	Nbr of Spots 1		1	1500
47	Wed 10p ET / 9p CT CSI ..W....	06	900	30 Comme	Nbr of Spots 1		1	900
48	M-F 1135p ET / 1035p CT Late Show ..W....	06	120	30 Comme	Nbr of Spots 1		1	120
49	M-F 530a News ..W....	04	50	30 Comme	Nbr of Spots 1		1	50
Weekly Totals:					Total Spots(Ord Spots)			
					Open PR	58	17	75
					Closed PR	-1		-1
						3		3
								-225

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 402 Issue 7



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6898
(864) 576-7777 FAX (864) 567-4480

Original

Client:	Pat McCrory /R/ Governor/ NC	Submission Cost:	38195	Campaign Ref:	E:120703008
Buyer:	NC	Client/Product/Estimate:	MCCRO /ORDR /C29N06	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06217721
Est./PO Number:	06217721	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
50	M-F 6a News ..W....	04	100	30 Comme	Nbr of Spots	1	1	100
51	M-F 7a CBS This Morning ..W....	04	80	30 Comme	Nbr of Spots	1	1	80
52	Sat 1135p Panthers HuddleS.	04	70	30 Comme	Nbr of Spots	1	1	70
53	M-F 3p ET / 2p CT Let's Make A Deal MT.....	05	150	30 Comme	Nbr of Spots	1	1	150
54	M-F 730p Scene On 7 M.....	06	250	30 Comme	Nbr of Spots	1	1	250
55	Fri 9p ET / 8p CT CSI NYF..	05	900	30 Comme	Nbr of Spots	1	1	900
56	M-F 7p News ...TF..	05	275	30 Comme	Nbr of Spots	1	1	275
57	Sat 8p ET / 7p CT CBS College FootballS.	05	1300	30 Comme	Nbr of Spots	1	1	1300
58	Sat SEC FootballS.	06	300	30 Comme	Nbr of Spots	2	2	600
59	Sat CBS NCAA Football	03	2000	30	Nbr of Spots	1	1	2000
Weekly Totals: Total Spots(Ord Spots)					58	17	75	
Open PR					-1		-1	-225
Closed PR					3		3	

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 402 Issue 7



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Original

Client:	Pat McCrory /R/ Governor/ NC	Submission Cost:	38195	Campaign Ref:	E:120703008
Buyer:	NC	Client/Product/Estimate:	MCCRO /ORDR /C29N06	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06217721
Est/PO Number:	06217721	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
61	M-Su 11p News M.....S	06	325	30 Comme	Nbr of Spots	1	1	325
62	Sun 1p ET / 12p CT NFL On CBSS	02	2500	30 Comme	Nbr of Spots	1	1	2500
63	Sun 4p ET / 3p CT NFL On CBSS	03	3000	30 Comme	Nbr of Spots	1	1	3000
64	Sun 730p ET / 630p CT 60 MinutesS	03	2500	30 Comme	Nbr of Spots	1	1	2500
65	Mon 8-9p ET / 7-8p CT How I Met / Partners M.....	03	2500	30 Comme	Nbr of Spots	1	1	2500
66	Mon 9-10p ET / 8-9p CT 2 Broke Girls / Mike & Molly M.....	03	3500	30 Comme	Nbr of Spots	1	1	3500
67	M-F 730p Scene On 7F..	06	150	30 Comme	Nbr of Spots	1	1	150
68	M-F 7p NewsF..	06	200	30 Comme	Nbr of Spots	1	1	200
69	M-F 7p News	06	200	30	Nbr of Spots	1	1	200
Weekly Totals: Total Spots(Ord Spots)					58	17	75	
Open PR					-1		-1	-225
Closed PR					3		3	

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 402 Issue 7



WSPA-TV
250 International Dr.
Spartanburg SC 29303-8898
(864) 576-7777 FAX (864) 587-4480

Original

Client: Pat McCrory /R/ Governor/ NC	Submission Cost: 38195	Campaign Ref: E:120703008
Buyer: NC	Client/Product/Estimate: MCCRO /ORDR /C29N06	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06217721
Est./PO Number: 06217721	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
70	M-Su 11p News MTWTFSS Isolations: W/C 10/29FS.	06	325	30 Comme	Nbr of Spots	2	2	650
71	M-Su Late News Late Run MTWTFSS Isolations: W/C 10/29S	04	325	30 Comme	Nbr of Spots	1	1	325

Weekly Totals:	Total Spots(Ord Spots)	58	17	75
Open PR		-1		-1
Closed PR		3		3

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
8	Sat 8-9p	:30 Commercial	10/29/12	Closed Pre Emption	400.00	53 (11/06), 54 (11/05)	0000177696	
18	M-F 4-5p Judge Judy	:30 Commercial	10/29/12	Open Pre Emption	225.00		0000000000	E:120703008
27	Fri 9p ET / 8p CT Made in Jersey	:30 Commercial	10/29/12	Closed Pre Emption	900.00	55 (11/02)	0000181392	
35	Sun 1030a ET / 930a CT Face The Nation	:30 Commercial	10/29/12	Closed Pre Emption	275.00	56 (11/01)	0000184207	

Grand Totals								
Totals				10/29	Month 11 Weeks: 4	11/05		
Spots				75	58	17		
Cost				38420	29470	8950		

Grand Totals:

Spots:	75
Gross Total:	38,195.00
Commission:	5,729.25
Net Total:	32,465.75